

## **How to create your own cold email marketing campaign**

Cold email marketing can be a challenge at first. You're sending an email out to someone that you have no prior relationship to. Why should they respond to your email in the first place? It's easy to just ignore it and put it into their trash folder.

To gain customers from your cold email marketing campaign, there are a few things to keep in mind, such as personalized emails.

Here's how to get started on your own cold email marketing campaign.

### **Identify your ideal sales prospects**

If you're starting a brand new campaign, you'll need to identify your target audience first. The best way to set your target audience is by creating an "ideal customer profile" (ICP). What industry does your potential client work in? What region do they live in? What is the size of their company? What is their budget? All of these questions will help you create a target audience that will fit your campaign needs.

If you need more help trying to create the ideal customer, try studying the current customers that you already have. What demographics do they have? Why did they choose to purchase your product or service from you? It's a good idea to get to know your customers and possibly interview them for this research.

When trying to market a product or service, it's ideal to have a specific audience. With a specific audience, you can create the perfect email campaign for that group of people, ensuring you are reaching the right person.

### **Build your list of sales prospects**

To have a successful email marketing campaign, you will obviously need people to email and contact to receive said customers. We must start somewhere to get a lead on people to add to an email list. A great way to start is by manual prospecting, which basically means you have to find the contacts all on your own. It isn't difficult, but will require some time to research contacts.

Good places to start for a lead would be Google. To get more detailed information, LinkedIn and Twitter may be able to help more. Since you can use advanced search methods on these websites, they can help you find contacts within your target audience.

For example, search on LinkedIn for companies that would fit your buyer profile. Go through the list of employees who are on LinkedIn. Examine the list closely and try to reach out to people

who fit your target audience. Then research them for contact information to get in touch with them.

## **Set up your campaign**

Once you know who you want to send your emails to, it's time to prepare your actual campaign. You should prepare a series of emails to send out over a series of 15 days. There are different ways you can structure your timeline, but a common practice is as follows: send the initial email, do a follow-up email three days later, another follow-up email five days later, then a "break up" email in an attempt to reach out to someone for the final time.

## **How to craft a great email**

The most important part of an email is the subject line. It's what will catch the reader's attention, so it's important to create an enticing one. Try to keep your subject line causal. If you use a recycled template for your emails, it will get repetitive and even worse, your emails could be labeled as spam. Here's some tips on how to create an original subject line:

- Be concise.
- Make the reader want to know more.
- Be honest.
- Keep it casual.
- Personalize subject lines. ([17% of people](#) are more likely to respond to a personalized subject line.)

Once you have an enticing subject line, it's time to work on the body of the email. It's important to clearly explain why you're emailing the person. Explain what's in it for them. Why should they care about your email? Give them a reason to care. Use pronouns such as "we" and "us" rather than "I" or "you".

## **What should happen next?**

Your initial email should end with a call for action. What do you want the recipient to do next?

A good way to start out is extending an invitation to receive more information about your company or product. Once you start a conversation with said recipient, then offer to set up a phone call with them to talk more about your business. Not many people want to receive a phone call right away, as they may just be curious about your business, but not committed yet.

## **Follow-up emails**

When working on your email marketing campaign, you should expect to send out two to four emails to each customer during your campaign. After you send out your first email, wait around three days to send the next email if someone has not yet responded. If your potential customer

has not responded after the second email, wait around five more days after the second email to send the third follow up email. Leave a bigger gap in time between each follow up email so your reader doesn't feel like they are being spammed.

If you send a series of follow up emails to your prospects and still have not received a reply, you can try a "break up" email. In this type of email, you attempt to catch the reader's attention one last time before taking them off your list. Try to present the email in a timely manner, so it prompts the reader to respond within a certain time.

It may be frustrating sending out so many emails, but did you know that only [18% of people respond by the first email](#)? 27% of people are more likely to reply by the sixth email.

A cold email marketing campaign can create many potential customers for any business, if done correctly. Remember to keep your emails concise, simple and personalized when possible.